

**PUREPROFILE AUSTRALIA PTY LIMITED**  
**ACN: 093 819 713**

**FINANCIAL STATEMENTS**

**FOR THE HALF-YEAR ENDED 31 DECEMBER 2014**

**PUREPROFILE AUSTRALIA PTY LIMITED**  
**ACN: 093 819 713**

---

**FINANCIAL STATEMENTS**  
**FOR THE HALF-YEAR ENDED 31 DECEMBER 2014**

<b>CONTENTS</b>
-----------------

	<u>Page</u>
Income statement	2
Statement of Financial Position	3
Notes to Financial Statements	4
Directors' Declaration	5
Independent Review Report	6

**PUREPROFILE AUSTRALIA PTY LIMITED**  
**ACN: 093 819 713**

---

**INCOME STATEMENT**  
**FOR THE HALF YEAR ENDED 31 DECEMBER 2014**

	<b>\$'000s</b>
Revenue	3,312
Cost of Sales	(1,634)
Gross Profit	<u>1,678</u>
Employee Costs	(647)
Other costs	(1,657)
Other income	50
Depreciation and amortisation	(308)
Net interest (expense)/revenue	(1)
<b>(LOSS)/PROFIT BEFORE TAX</b>	<b>(885)</b>
Income Tax Benefit/(Expense)	<u>247</u>
<b>NET PROFIT/(LOSS) AFTER TAX</b>	<b><u>(638)</u></b>

No comparative information has been prepared

**The accompanying notes form part of these financial statements.**

**PUREPROFILE AUSTRALIA PTY LIMITED**  
**ACN: 093 819 713**

---

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 31 DECEMBER 2014**

	\$'000s
<b>CURRENT ASSETS</b>	
Cash and cash equivalents	504
Debtors	1,877
Prepayments	32
<b>TOTAL CURRENT ASSETS</b>	<b>2,413</b>
<b>NON CURRENT ASSETS</b>	
Plant & Equipment	38
Intangibles	1,793
Deferred Tax Assets	426
Goodwill	-
Investments	-
Other	64
<b>TOTAL NON CURRENT ASSETS</b>	<b>2,321</b>
<b>TOTAL ASSETS</b>	<b>4,734</b>
<b>CURRENT LIABILITIES</b>	
Creditors	1,849
Debtor Funding	-
Other Liabilities	2,137
<b>TOTAL CURRENT LIABILITIES</b>	<b>3,986</b>
<b>NON CURRENT LIABILITIES</b>	
Financial Liabilities	948
Other Non Current Liabilities	1,250
<b>TOTAL NON CURRENT LIABILITIES</b>	<b>2,198</b>
<b>TOTAL LIABILITIES</b>	<b>6,184</b>
<b>NET (LIABILITIES)/ASSETS</b>	<b>(1,450)</b>
<b>EQUITY</b>	
Issued capital	-
Accumulated losses	(1,450)
<b>TOTAL EQUITY</b>	<b>(1,450)</b>

No comparative information has been prepared

**The accompanying notes form part of these financial statements.**

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE HALF-YEAR ENDED 31 DECEMBER 2014

**1. BASIS OF PREPARATION AND PRESENTATION OF FINANCIAL INFORMATION**

The Directors of Pureprofile Australia Pty Limited ("the Company") are responsible for the preparation of the Financial Statements. Pureprofile Australia Pty Ltd is a wholly owned subsidiary of its parent entity.

The financial statements have been prepared and presented in accordance with the recognition and measurement (but not disclosure) principles of Australian Accounting Standards issued by the Australian Accounting Standards Board.

The financial statements are presented in an abbreviated format and do not contain all of the disclosures required by the Australian Accounting Standards and other mandatory professional reporting requirements applicable to general purpose financial reports prepared in accordance with the Corporations Act.

The directors have determined it is impractical to prepare comparative information on 31 December 2013 and hence none are provided in these financial statements.

The Company's key accounting policies are set out in note 2 below.

**2. Summary of significant accounting policies**

The directors have prepared the financial statements on the basis that the company is a non-reporting entity because there are no users dependent on general purpose financial statements. The financial statements are therefore special purpose financial statements that have been prepared in order to meet the needs of members.

The financial statements have been prepared in accordance with the significant accounting policies disclosed below which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with each previous period unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs unless stated otherwise in the notes.

**Revenue**

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. Revenue recognition relating to the provision of services is determined with reference to the stage of completion of the transaction at the end of the reporting period, where the outcome of the contract can be reliably estimated. The stage of completion is determined with reference to the services performed to date as a percentage of total anticipated services to be performed.

Interest revenue is recognised using the effective interest method.

All revenue is stated net of the amount of GST.

**Account Holder Liabilities**

The Company invites its internet panel members to complete surveys in exchange for a cash or points-based incentive. These amounts are not paid until a predetermined target value has accrued on a members' account, and despite this, an assessment of incentives likely to be paid (present obligation) is made taking into account past behaviour and activity. This is recognised as a cost of sale in the period in which the service is provided.

The Company has determined that balances accrued by panel members that have been inactive (i.e. not completed any transaction) for more than one year should be written back to the statement of comprehensive income. Based on this, the net provision represents the maximum amount that the Company estimates is likely to be claimed by panel members.

**PUREPROFILE AUSTRALIA PTY LIMITED**  
**ACN: 093 819 713**

---

**DIRECTOR'S DECLARATION**

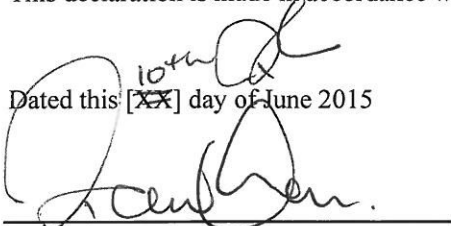
The directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the basis of preparation and accounting policies outlined in Note 1 and 2 to the financial statements.

The directors of the company declare that:

- 1 the financial statements and notes, as set out on pages 1-4, present fairly the company's financial position as at 31 December 2014 and its performance for the half year ended on that date in accordance with the accounting policies described in Note 2 to the financial statements; and
- 2 in the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution to the Board of Directors.

Dated this <sup>10<sup>th</sup></sup> ~~XX~~ day of June 2015

  
\_\_\_\_\_  
Paul Chan  
Director

Level 15, 135 King Street  
Sydney NSW 2000

GPO Box 473  
Sydney, NSW 2001

T +61 (0)2 8236 7700  
F +61 (0)2 9233 4636

[www.moorestephens.com.au](http://www.moorestephens.com.au)

## **INDEPENDENT AUDITOR'S REVIEW REPORT**

### **TO THE DIRECTORS OF PUREPROFILE AUSTRALIA PTY LIMITED AND PUREPROFILE LTD**

We have reviewed the accompanying financial statements of Pureprofile Australia Pty Limited (the Company), which comprise the balance sheet as at 31 December 2014 and the income statement for the half year then ended and a summary of significant accounting policies. The financial statements have been prepared by management of Pureprofile Australia Pty Limited based on the accounting policies of Pureprofile Ltd.

The financial statements have been prepared for the purpose of inclusion in the consolidated financial statements of its parent company and in the pro forma consolidated accounts in the Prospectus of Pureprofile Ltd.

#### **Management's Responsibility for the Schedule**

Management is responsible for the preparation of these financial statements in accordance with the consistent application of the recognition and measurement (but not disclosure) principles in Accounting Standards and other mandatory professional reporting requirements in Australia, and the accounting policies adopted by Pureprofile Ltd. Management is responsible for establishing and maintaining internal control relevant to the preparation of financial statements that is free from material misstatement, whether due to fraud or error.

#### **Assurance practitioner's Responsibility**

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*, in order to state whether, on the basis of the procedures described, anything has come to our attention that causes us to believe that the financial report is not presented fairly, in all material respects, in accordance with the consistent application of the recognition and measurement (but not disclosure) principles in Accounting Standards and other mandatory professional reporting requirements in Australia, and the accounting policies adopted by Pureprofile Ltd. As the auditor of Pureprofile Australia Pty Limited, ASRE 2410 requires that we comply with the ethical requirements relevant to the audit of the annual financial report.

A review of a half year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

## **Independence**

In conducting our review, we have complied with the independence requirements of the Australian professional accounting bodies.

## **Conclusion**

Based on our review, which is not an audit, nothing has come to our attention that causes us to believe that the 31 December 2014 half year financial statements of Pureprofile Australia Pty Limited does not present fairly, in all material respects, the financial position as at 31 December 2014, and its financial performance for the half year then ended in accordance with the consistent application of the recognition and measurement (but not disclosure) principles in Accounting Standards and other mandatory professional reporting requirements in Australia, and the accounting policies adopted by Pureprofile Ltd.

## **Basis of Accounting, and Restriction on Distribution and Use**

Without modifying our conclusion, we draw attention to Note 1 and 2 to the financial statements, which describes the basis of accounting. The financial statements are prepared as special purpose financial statements for the purpose of inclusion in the consolidated financial statements of its parent company and inclusion in pro forma consolidated accounts in the Prospectus of Pureprofile Ltd. As a result, the financial statements may not be suitable for another purpose.

## **Moore Stephens Sydney Corporate Finance Pty Ltd**



**Scott Whiddett**  
Partner

Dated in Sydney, this 10<sup>th</sup> day of June 2014.